



A Publication for Child Nutrition Programs in Indiana Schools and Institutions
<http://doe.state.in.us/food>

Aug./Sept. 2001

Slam Dunk School Food Service Milk Promotion in South Bend

Janet Carey, Principal of Jefferson Elementary in South Bend, was so concerned that her students weren't drinking enough milk at lunch that she contacted the South Bend Community School Corporation's **Food and Nutrition Services Department** and voiced her frustration. In response, Karen Case (Nutrition Education Facilitator), Peg Howard, and MaryAnn Rupert created a **Milk Bar** for Jefferson.

Students normally have choices of skim, low-fat, reduced fat, and whole white milk and low-fat chocolate milk but on March 14th they only had white milk choices. Why? The F&N Services Department purchased large containers of syrup flavors and placed 1 oz. of **mint, cherry, strawberry, and orange** flavorings in individual

12 oz. cups. Students went up to the **Milk Bar**, chose their favorite flavor, added their white milk to the cups, and mixed well. You should have seen the expressions on the kids' faces! Such delight-you can bet more milk was gulped that day than on any other!

Mary Smith, also of the F&N Services Department, dressed up in a cow costume (complete with udder) and handed out Slam Dunk bookmarks to the students. Staff decorated the cafeteria walls with Slam Dunk, **got milk?** posters and other promotional materials. Principal Carey roamed the cafeteria during all lunch periods, sporting a **got milk?** hat and T-shirt, while observing her students' reaction to the colorful, tasty milks!

Earlier in the day she attended a corporation principals meeting decked out in her **got milk?** attire and told her associates about the milk bar to encourage them to try a similar promotion.

How can **YOUR** school get on the **got milk?** bandwagon? Promotion materials are sent regularly to your school food service director, or contact the nearest Dairy and Nutrition Council office for assistance.

Adapted from the *Dairy Council Communicator*

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Mealtalk

By Diane Rice

Mealtalk is an e-mail discussion group intended as a communication tool to link professionals in USDA's Child Nutrition Programs so they can share resources, information, and solutions to common problems. It doesn't cost anything to "subscribe" to **mealtalk**. To subscribe, send an e-mail message to: <majordomo@nal.usda.gov>. Put nothing in the subject line and in the message area, type: **subscribe mealtalk**. You can go to the USDA website <<http://schoolmeals.nal.usda.gov:8001/Discussion/index.html>> and subscribe right there!

Once you have been notified by e-mail that you are subscribed, you can send messages or questions to all members of the discussion group at once by sending a message to: <mealtalk@nal.usda.gov>. It automatically goes out to the current subscribers of mealtalk. Sometimes within a few minutes someone somewhere in the United States has read your query and has written a response to it.

When you first subscribe, it may be helpful to simply read the messages that arrive, often referred to as "lurking." When you see a message that you wish to respond to, reply to it as instructed in your subscription message, but in that first response take a moment to introduce yourself to the group membership. You should always include your name, job title, school, and state.

Try it for a while and if you don't find it very useful after a couple of months, it's simple to "unsubscribe." The instructions are at the bottom of every message. If you change e-mail addresses (change of job or other reason), it is a courtesy to unsubscribe before you leave the e-mail address, in order to prevent bounced messages. Rejoin when you have your new address. Some folks who are off on vacation often unsubscribe during that time period to prevent a bulging e-mail inbox!

School Food Service Directors 101

By Diane Rice

In September the State Agency will send all SFAs detailed information about an all day training session on Thursday October 11, 2001. The training is designed for all new food service directors. This is not training to be a director because there are so many different job descriptions out there. However, attendees will meet many of our staff and hear how the state agency fits into the school's food service operation. Topics will include menu planning requirements, our quarterly financial report, reviews, technical assistance, and nutrition education. If you don't receive the announcement and are interested, please call Annette to get the information at (800) 537-1142 or locally at (317) 232-0850.

NFSMI Live Teleconference

By Diane Rice

The next National Food Service Management Institute live teleconference is titled "**Working with School Health Promotion Teams**" and will be broadcast on Wednesday, August 22, 2001. Ideas will be shared on encouraging children to make healthy choices, both in nutrition and physical fitness. You may want to invite all school health people to view it with you. Viewing times and more details of the topic will be available on the NFSMI website at <www.nfsmi.org> or call NFSMI at 800-321-3054. If you have access to satellite transmission equipment at your school, you will want to make arrangements for this program.

The next satellite seminar is scheduled for Wednesday, October 24, 2001. The topic is "**The Four P's of Marketing - Plan, Product, Promote, and Place.**" Directors, managers, and others will learn valuable suggestions on creating a marketing plan. Expanding programs already in place that communicate to customers about your products and services may be considered a marketing plan.

National School Lunch Week

By Diane Rice

DATE CHANGE!! It is now October 15-19. This year's theme is "**School Lunch: By the Book**" includes book-related activities and menus. For detailed information, see <www.asfsa.org> under Meetings and Events, the April issue of **School Foodservice & Nutrition**, or for non-members of ASFSa, you can call the State Agency for a copy of the magazine article.

DETECTIVE DINER

Nancy Drew Drumstick

P.I. Mashed Potatoes

Corn & Carrot Clues

Encyclopedia Brown Biscuit

On-the-Case Fruit Crisp

Magnifying Glass Milk

FANTASY FARE

Harry Potter Pocket

Cavern (Broccoli) Coleslaw

Dirty Dragon Potatoes

Quidditch (Fruit) Cup

Castle Cookie

Magic Milk

CLASSIC CREATIONS

Peter Pan Power-Packin' Potato
Eeyore Yogurt
Tigger Tomato Pasta Soup
Little Miss Muffet Muffin
Farmer McGregor Fresh Veggies
Hey Diddle Diddle Dip
Mother Goose Milk

APPETIZING ADVENTURE

2000 Leagues Lasagna
Tarzan Tossed Salad w/ dressing
Jack-in-the-Beanstalk's Green Beans
Billy the Kid Breadstick
Black Beard Brownie
Treasure Map Milk

CREATURE FEATURE

Curious George Crispy Chicken Salad
Three Bears Three-Grain Pilaf
Cat in the Hat Banana Cake
Garfield Grapes
Misty Milk

Computer System Enhancements for the USDA Child Nutrition Programs

By John Todd

The Division of School and Community Nutrition Programs is entering into a contract to upgrade its computer system. The system used by the division for claims payment, collecting financial data, and processing school food authority applications, and agreements has been in use for more than ten years. While it has served the division well, it is time to add enhancements made possible by the growth and wide accessibility of the internet and the World Wide Web. We hope these enhancements will enable the division to operate more efficiently, while improving service to school districts in Indiana that operate the USDA Child Nutrition Programs. School districts can expect access to more information, quicker availability of USDA commodities, and faster payment of reimbursements.

While the exact date that the system will be available is not known, many of the new features should be available for the fall 2002. We will offer training as the

features are worked out. You should anticipate training sessions in the summer of 2002.

Since the system will be internet, web browser-based, no additional software or hardware will be needed beyond an internet connection and web browser. You can expect that the system will work with Microsoft Internet Explorer and probably current versions of Netscape. It would be convenient for your food service staff to have an internet connection on their own PC. Many school districts are moving toward all administrative staff having access to the internet.

Most of the functions currently involving paper forms in the areas of program agreement/application, the allocation of USDA commodities, the submission of monthly claims for reimbursement, and the filing of data on the Quarterly Financial Statement will be accomplished over the internet through web browser-based forms. The system will allow for multiple levels of access and security through the use of Personal Identification Numbers (PINs).

One significant area of change will be in collecting monthly claim data. The current monthly paper claim is a consolidated claim for the whole school district. USDA is emphasizing site-based accountability in all its programs. This means that most of the data that is currently collected monthly on the reimbursement claim for the district will be collected for each school site. Districts with a small number of schools will utilize the system to enter monthly figures on multiple screens corresponding to each school site. Schools will have an option to "upload" a formatted file. This option will be easier for very large school districts. Many of the edits we perform monthly on your claim, checking your claim's validity, will be more accurate as we are able to check individual school building's participation data. The edit checks will be performed as a part of the claim submission over the internet, eliminating a lengthy process and improving the time it takes to process reimbursement payments. Direct deposit of payments will be available also, perhaps during the 2001-2002 school year. We will keep you informed as details are developed.

We hope these enhancements both protect the integrity of the USDA Child Nutrition Programs and offer better service to Indiana's school districts. If you have any questions or comments concerning these changes, please contact John Todd at (317) 232-0850, (800) 537-1142, or jtodd@doe.state.in.us.

Procurement Procedures

By Fred Powell

In June 2001 a memorandum was sent to all National School Lunch Program sponsors regarding changes in procurement standards. The USDA threshold requirement for using formal bid procedures has been increased. However, Federal guidelines require states to use state or local procurement standards if they are more restrictive. The Indiana threshold is set at \$75,000. School Food Authorities must use the State's formal bid procedures to make small purchases more than \$75,000.

One advantage in using the State's procurement standards allows for the renewal of contracts. Under I.C. 5-22-17-4, contracts can be renewed for the term of the original contract. We suggest that a contract be renewed no more than four times. This will allow other entities to bid on a contract, and should promote competition. If you can effectively document that the current contractor is the only one that can fulfill your needs then ongoing renewal is possible. You are not obligated to renew a contract.

The state agency procurement handbook is currently being revised and should be available sometime this fall. If you have any questions, please forward them in writing to Fred Powell.

Commodity Update

By Fred Powell

The commodity per/meal rate for the 2002 school year is \$0.1550. If you would like to calculate your proposed entitlement for this year then multiply all meals claimed for reimbursement during the 2001 school year by .1550. The state has not yet determined what percentage will be devoted to either group A or group B products. The final percentage break out will be decided later in the year.

Have you purchased your computer yet? Have you secured computer time on a unit in your building?

The future of Indiana's Food Distribution Program will take on some major changes within the next twelve to eighteen months. All allocations and confirmations will

be transmitted via the internet. If you don't have access to a computer, you may not have access to commodities. In the beginning, the state agency will have both internet and mail options available, but the changeover time is expected to be short.

Other functions of the National School Lunch Program will soon take place via the internet. They will include submission of claims and other reports.

You should have received the first allocation for school year 2002. Please note that the mail back date for changes is the end of August because of the Department's physical move. The new offices will be located at 151 West Ohio Street; however, the mailing address will not change. The tentative moving date is set for August 17. The normal allocation schedule should resume by early September.

Calendar of Events

Aug 17	DOE begins moving to 151 West Ohio St
Aug 22	Teleconference - Health Promotion
Sep 20	ISFSA Executive Board Meeting
Sep 25	School Meals Advisory Committee
Oct 2-23	ISFSA Single Unit Programs - 8 locations
Oct 11	New Food Service Directors meeting
Oct 15-19	National School Lunch Week
Oct 24	NFSMI Satellite Seminar - Marketing

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